

DOCKET FILE COPY ORIGINAL

ORIGINAL

Before the  
FEDERAL COMMUNICATIONS COMMISSION  
Washington, D.C. 20554

RECEIVED

JUL - 8 1997

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

In the Matter of	)	
	)	
Review of the Commission's	)	MM Docket No. 91-221
Regulations Governing Television	)	
Broadcasting	)	
	)	
Television Satellite Stations	)	MM Docket No. 87-8
Review of Policy and Rules	)	
	)	
Review of the Commission's	)	MM Docket No. 94-150
Regulations Governing	)	
Attribution of Broadcast and	)	
Cable/MDS Interests	)	
	)	
Review of the Commission's	)	MM Docket No. 92-51
Regulations and Policies	)	
Affecting Investment in the	)	
Broadcast Industry	)	
	)	
Reexamination of the Commission's	)	MM Docket No. 87-154
Cross-Interest Policy	)	

TO: Office of the Secretary

RESPONSE OF PAPPAS TELECASTING OF CENTRAL NEBRASKA AND  
COLINS BROADCASTING COMPANY  
REGARDING LOCAL MARKETING AGREEMENTS

Colins Broadcasting Company ("Colins") and Pappas Telecasting of Central Nebraska, a California Limited Partnership ("Pappas"), by their respective undersigned counsel, hereby respectfully respond to the FCC's Public Notice entitled, "Commission Seeks Further Information Regarding Television LMAs," released on June 17, 1997, 62 Fed. Reg. 33792 (published on June 23, 1997) (the "LMA Notice").

No. of Copies rec'd  
List ABCDE

004

Colins and Pappas are parties to a Time Brokerage Agreement dated as of November 4, 1997, pursuant to which Pappas has agreed to act as time broker with respect to station KSNB-TV, Superior, Nebraska, following Colins' acquisition of such station. There is currently pending before the FCC Colins' application (File No. BALCT-970128IA), as amended, requesting the FCC's consent to the assignment of the FCC license for station KSNB from its current holder, Fant Broadcasting Company of Nebraska, Inc., to Colins.

In the LMA Notice, the FCC asked parties to so-called "Local Marketing Agreements" ("LMAs") involving television broadcast stations to provide certain information listed in Paragraphs (1) through (8) of the LMA Notice. Colins and Pappas have set forth their responses to those Paragraphs with respect to station KSNB on Attachment A hereto.

The FCC also requested in Paragraph (9) of the LMA Notice that parties to LMAs provide any other information that they wish to bring to the FCC's attention. The FCC is referred to the Response of Pappas Telecasting of Central Nebraska, Hill Broadcasting Company, Inc. and Fant Broadcasting Company of Nebraska, Inc. Regarding Local Marketing Agreements, filed with the FCC on July 8, 1997 for further details regarding the Time Brokerage Agreement between Pappas and Colins. Pappas and Colins wish to point out here, however, their belief that LMAs can serve an important function in providing individuals and entities

without significant experience in broadcasting an opportunity to own and operate broadcast stations. In doing so, LMAs help to further the FCC's goal of promoting diversity of ownership of television broadcast stations.

Colins, and its 100% shareholder, Thomas F. Mitts ("Mitts"), are good examples of how LMAs can serve this function. Last year, through an entity he controls, Mitts acquired ownership of television station KTNC-TV, Concord, California, and entered into an LMA with an affiliate of Pappas with respect to station KTNC. Prior to such time, Mitts, although a successful professional and investor, had no experience in television broadcasting. Since that time, Mitts, through entities he controls, has owned and operated station KTNC, subject to the LMA with Pappas' affiliate, and has become the prospective acquiror of station KSNB. It is doubtful whether Mitts would have been able to enter the business of television broadcasting without the support of an experienced broadcaster such as Pappas. The use of LMAs has enabled Mitts to obtain such support during these early years of his involvement in broadcasting. With this experience, Mitts will be better positioned to obtain financing and become

involved in other broadcast ventures in the future should he choose to do so.

Respectfully submitted,

**COLINS BROADCASTING COMPANY**

By: John R. Wilner (by DDB)  
John R. Wilner  
Its Attorney  
Bryan Cave LLP  
700 13th Street, N.W.  
Washington, D.C. 20005  
Telephone: (202) 508-6041

**PAPPAS TELECASTING OF CENTRAL  
NEBRASKA, A CALIFORNIA LIMITED  
PARTNERSHIP**

By: David D. Burns  
David D. Burns  
Its Attorney  
Paul, Hastings, Janofsky &  
Walker LLP  
1299 Pennsylvania Avenue, N.W.  
Washington, D.C. 20004-2400  
Telephone: (202) 508-9521

July 8, 1997

**Attachment A  
LMA REPLY FORM**

**MARKET:** Lincoln -- Hastings -- Kearney, NE

**DMA#:** 101

	Channel No. & Call Sign	Network Affiliation	Licensed Community	Owner/Licensee/Broker	Degree of Overlap (%) (estimated)			Nielsen (all day) Audience Share (9 a.m. - Midnight)		
					City Grade	Grade A	Grade B	11/96	2/97	5/97
Brokered Stations:	KSNB Ch. 4	Fox	Superior, NE	Colins Broadcasting Company	0%	10%	30%	---	---	---
Brokering Entity:				Pappas Telecasting of Central Nebraska	(between KSNB and KGHI, a station for which Pappas Telecasting also acts as time broker.)					

LMA Specifics:	Date of LMA Signing	Length of Initial Term	Initial Term Start Date	Initial Term End Date	Renewal Provisions/Terms	% Time Brokered Per Week
	11/4/96	5 years	Upon Colins' acquisition of KSNB.	5 years after Colins' acquisition of KSNB.	Automatically renewed for 5 years, unless Broker provides 6 month notice not to renew.	Substantially all